

CSP VIDEO ASSESSMENT CRITERIA

PRESENCE			
	CSP Standard	Not Yet CSP Standard	N/A
1. First impression <i>Consider</i> a) <i>Initial impact</i> b) <i>Fit for purpose</i>			
2. Engagement of audience <i>Consider</i> a) <i>Energy</i> b) <i>Quality of rapport</i> c) <i>Emotional variation</i> d) <i>Holds interest and attention</i> e) <i>React and respond to audience appropriately</i> f) <i>Attend to entire audience</i>			
3. Personal presence <i>Consider</i> a) <i>Owns the platform</i> b) <i>Clothing</i> c) <i>Grooming</i>			
4. Voice <i>Consider</i> a) <i>Volume</i> b) <i>Cadence, pace variation</i> c) <i>Tone inflections</i> d) <i>Pauses</i> e) <i>Authority</i>			
5. Movement <i>Consider</i> a) <i>Use of space</i> b) <i>Relevant use of gestures and body</i> c) <i>Congruent with message</i>			



PRESENTATION			
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6. Storytelling <i>Consider</i> a) <i>Personal, original</i> b) <i>Biographical, historical, mythical</i> c) <i>Relevant</i> d) <i>Includes incident/point/benefit</i>			
7. Language <i>Consider</i> a) <i>Clear, jargon free</i> b) <i>Colourful vocabulary</i> c) <i>Sensory (see/feel/hear)</i> d) <i>Good use of relevant questions</i>			
8. Microphone, lighting, background <i>Consider</i> a) <i>Appropriate</i> b) <i>Enhances presentation</i> c) <i>Ease of use</i> d) <i>Non-distracting</i>			
9. Message <i>Consider</i> a) <i>Market appeal</i> b) <i>Key points conveyed</i> c) <i>Concepts clear and simple</i> d) <i>Well-illustrated</i>			
10. Use of audio-visual tools <i>Consider</i> a) <i>Appropriate</i> b) <i>Enhances presentation</i> c) <i>Ease of use</i> d) <i>Non-distracting</i>			



Assessing Video Footage of Virtual Performances

Virtual presentations count towards the CSP designation in the same way that live presentations do.

The criteria which already apply to assessing video footage still broadly apply to video footage of virtual presentations, where the speaker may be sitting, standing or both.

However, virtual presentations have some differences that need to be taken into account when assessing the footage.

The following notes are designed to support you in performing your role as a video assessor, and in particular to ensure a fair and objective assessment of an applicant's performance and remove any perception of unconscious bias towards footage of live presentations.

Criteria	To be considered in applying these criteria to virtual presentations
2. Engagement of audience <ul style="list-style-type: none"> • Energy • Quality of rapport • Emotional variation • Holds interest and attention • React and respond to audience appropriately • Attend to entire audience 	<ul style="list-style-type: none"> • Unlike video of presentations on a stage, video of virtual presentations will only capture the speaker, not the audience, making it difficult to assess whether the audience has actually been engaged. • The ability to read and respond to the audience in a virtual presentation now includes the ability to use tools such as the chat function, polls and breakout rooms. • When assessing these criteria, look to assess not only whether the audience <u>has</u> been engaged (which may be more difficult given that video footage of the audience is not available) but whether the speaker <u>is engaging</u>. • To do this, look for ways in which this can happen with online technology, including use of questions, engagement of individual participants, use of chat box and breakout rooms, use of polls and similar tools, and appropriate breaks to maintain energy levels.



<p>5. Movement</p> <ul style="list-style-type: none"> • Use of space • Relevant use of gestures and body • Congruent with message 	<ul style="list-style-type: none"> • In virtual presentations, whether the speaker is sitting or standing, the use of space and relevant use of gestures and body may be limited or not applicable, compared to what could be expected of a presentation given on a stage. • When assessing these criteria, take this into account and assess whether the speaker has utilised movement in ways that are possible and applicable to the particular presentation
<p>8. Use of microphone, lighting, camera and background (as applicable)</p> <ul style="list-style-type: none"> • Appropriate • Enhances presentation • Ease of use • Non-distracting 	<ul style="list-style-type: none"> • Some virtual presentations are still delivered whilst standing and using a microphone in a “traditional” manner • Others are now delivered while sitting and using either a desk microphone or a lapel or in-ear microphone • Speakers are now also often responsible for sound, lighting, camera and background, instead of being able to use the services of professional AV and staging staff • When assessing these criteria, look to assess the way in which the speaker has ensured quality of sound rather than just use of microphone • Also look to assess the way in which the speaker has used lighting, camera and background in ways which enhance and do not detract from the presentation

